



**Tourist Development Council Meeting  
January 17, 2019**

**In Attendance:**

Chairman George Speak  
Commissioner Patrick Austin  
Frank Cirrincione  
Don Dougherty  
Commissioner Amy Lockhart  
Commissioner Sarah Reece  
Bruce Skwarlo  
Brenda Urias

**Excused/Not Present:** Mary Sue Weinaug

***Meeting called to order at 3:01pm***

Pledge of Allegiance  
Invocation

Bruce Skwarlo's term as Chairman ends with this meeting; he passed the gavel to the 2019 Chairman, George Speak.

Welcome three new TDC members: Commissioner Amy Lockhart, Board of County Commissioners, Commissioner Sarah Reece, CLEO, and Commissioner Patrick Austin, City of Sanford

Per State statute, the next TDC Chairman (2020) shall represent the elected official representatives on the TDC.

**Motion:** Commissioner Lockhart to nominate Commissioner Sarah Reece

**Second:** Bruce Skwarlo

**Vote:** Unanimous

**Approval of November 2018 TDC Minutes**

Revision: The Raw Travel Season 2 episode will now air on February 23, 2019

**Motion:** Bruce Skwarlo

**Second:** Don Dougherty

**Vote:** Unanimous

## Central Florida Zoo Update

*Stephanie Williams*

*Dino Ferri*

- Third month of operations after purchasing Seminole Zoom Aerial Adventures. Zip line replaced, purchased new harnesses, new games added, new helmets purchased this fall;
- Barn yard/petting zoo update is complete, boardwalk renovations are ongoing;
- Purchased new van with marketing wrap for Lake County conservation facility;
- Zoolarious, SAC Comedy Lab show, will be featured at the zoo on February 21 (adult show);
- Brews Around the Zoo is April 13;
- AZA completed an economic impact study of zoos throughout the US which shows that guests, adult or child, spend appx. \$15 in the community before-or-after visiting the zoo. If that is accurate for our area, this equates to \$1.74M in economic impact to Seminole County;

**Question:** Is the aerial course a separate entity like before or is it part of the zoo now?

**Answer:** When the zoo purchased the course, it was managed by a contractor. It is now under the umbrella of the zoo.

**Question:** Are you tracking attendance separately?

**Answer:** Yes, it has a separate budget from the zoo.

## Tourism Update

*Tricia Johnson*

- Tourism team will be moving to the Seminole State College, Heathrow Campus February 21<sup>st</sup>.

**Question:** was the lease up, and are we allowed to vacate?

**Answer:** The lease was not up, however the lease was more expensive than various locations in Lake Mary and Sanford. The County was permitted to terminate the lease without penalty with proper notice. There will be a cost-savings to the County (\$32,000 total, about \$15k to tourism). Economic Development is already located at the SSC Heathrow Campus, as does the Seminole Regional Chamber and the Florida High Tech Corridor.

- February 26 we have partnered again with CFHLA to host the STR Seminar, thank you to Frank with the Hilton Altamonte which is hosting the seminar this year;
- Sports commission is presenting at the January 22 Board of County Commissioner's meeting to recap their 2018/18 performance, as well as provide info about their name change to the Greater Orlando Sports Commission;
- Orlando Sentinel is running a story regarding tourism in Central Florida in the upcoming week. They will highlight the Sports Complex and Soldiers Creek. The reporter, Martin Comas, contacted Bruce Skwarlo, Danny Trosset, and Tricia Johnson for comment;
- 2019 TDC meeting calendar and updated contact information was provided to TDC;
- 2019/20 budget process begins in March. The TDC will review the budget in July, 2019;
- Karina Armijo will be joining the tourism team on March 4<sup>th</sup> as the Tourism Executive Manager. She is from New Mexico and runs the Taos CVB.

**Sport Update**  
*Danny Trosset*

**FY2017/18 Performance Recap**

Sports Complex Actuals for 17/18:

Events: 64    Room Nights: 17,093    Eco. Impact: \$21.8 million dollars

Sports Complex Projections for 18/19:

Events: 55    Room Nights: 21,600    Eco. Impact: \$26.2 million dollars

Sports Complex October/November Actuals:

Events: 8    Room Nights: 2505    Eco. Impact: \$2.978 million dollars

Sports Complex December/January Projections:

Events: 7    Room Nights: 4200    Eco. Impact: \$4.99 million dollars

Other Venues Projections for 18/19:

Events: 51    Room Nights: 19,500    Eco. Impact: \$22.0 million dollars

Other Venues October/November Actuals:

Events: 7    Room Nights: 1920    Eco. Impact: \$2.25 million dollars

Other Venues December/January Projections:

Events: 11    Room Nights: 3055    Eco. Impact: \$2.43 million dollars

Actuals are typically reported approximately 30 days after completion of an event. ECNL is included with the other venues in this report.

- December includes the Boys ECNL tournament. January projections include Girls ECNL tournament and Girls Field Hockey;
- County will host 80 field hockey teams 1/18 – 21. More than 500 college coaches will be in attendance. Last year this event was one of our largest, with more than 2,500 hotel room nights;
- ECNL went smoothly this year, this is the County's ninth year hosting. Shalisa with the Greater Orlando Sports Commission, and David and Jordan with ONSC Sports, were in attendance every day.
- Seminole County is in year two of a three year contract with ECNL. Seminole County Sports Tourism and the Greater Orlando Sports Commission will begin discussions with ECNL to renew for future years;
- With just ECNL Girls, the Girls Field Hockey Tournament, and The Baseball All American Games, nearly 10k room nights and \$9.2M in economic impact are anticipated in just one month;

## **Marketing/Advertising/Social Media Updates**

### **Evok**

*Larry Meador and Lisa Mohle*

### **2019 Social Media Plan**

#### Goals:

- Increase brand awareness;
- Improve social engagements and interactions;
- Build relationships with new and existing visitors;
- Influence visitation.

#### Strategy to achieve these goals:

- Post engaging content and promotions to encourage visitor interest;
- Organic posting on area events and activities;
- Targeted paid advertising;
- Monitoring relevant conversations in social arena;
- Continue to manage comments/questions from followers;
- Developing an annual content strategy plan with specific goals.

Evok will present an annual overview in the spring once a full year of the contract has been completed.

### **November 2018 Social Media**

#### **Do Orlando North Social Media:**

- Facebook 13,623 likes, 187,081 impressions, 1,695 total post engagements;  
An impression is the reach each post is seen, an engagement is the number of times the post has been 'interacted' with (such as a like or a share).
- Facebook tends to skew towards a female audience and is typically an older audience between the ages of 35-44

#### Facebook Clicks to Web Ad

- \$650 spend
- Goal to drive people to the website
- 52% increase in reach

#### Facebook Promoted Posts

- \$336 spend
- Goal to drive people to the website

#### Twitter

- 4612 Followers
- 15,823 Organic Impressions, a 27% increase
- 177 Engagements, a 156% increase
- Audience is more evenly split between men and women with age range of 35-44

### Twitter Promoted Tweets

- Total Impressions was 36,977

### Instagram

- Total Engagements of 7155, a 1,297% increase
- Increased targeted promotions
- Audience is largely female with age range of 25-34
- Instagram Promoted Posts: 40,999 impressions with a reach of 37,205

### **Play Orlando North Social Media**

- Facebook had 353 likes, 6003 impressions, and 547 engagements
- Targeted posts evenly spread males and females
- New budget for all three platforms (sports)
- Cost per click decreases as audience size increases
- \$600 spend

### Twitter

- 222 Followers with 10 total engagements
- Skews towards the male audience with average age of 45, "Sports Dad" audience.

### Instagram

- 140 Followers, 59 Engagements, a 50% increase
- Instagram is a very visual platform

### **Do Orlando North Social Plan**

#### Target Audience

- Adventure seeking families or individuals
- Those interested in outdoor activities and authentic experiences
- Lives within a one hour drive radius of the destination
- Visiting for vacation, staying with family, or a business traveler
- Plan the content weeks in advance and this provides for checks and balances

#### Quarterly Promotions

- Q1: Show your love for #DoOrlandoNorth
- Q2: Spring at the Springs
- Q3: Summertime Scavenger Hunt
- Q4: #DoOrlandoNorth Costume Party

#### Social Ad Budget

- Clicks to Web ad: \$600 per month
- Facebook/Instagram promoted posts: \$400 - \$500 a month
- Twitter promoted posts: \$200 - \$300 a month

**Question:** Some larger local events that generate hotel nights are not reported in the numbers. How can we get the number of hotel room nights reported for those events?

**Answer:** Only events supported by ONSC incentives (sports) and funded via the TDC grant program are reported in the sports hotel room night numbers.

**Question** Why was the Red Hot and Boom event promoted on social media in January?

**Answer:** Visit Florida hosted a twitter chat and the questions raised in the chat gave the opportunity to tweet about events, even if those events had already occurred or those that are upcoming. Tricia commented that the policy re. social media is that ONSC tourism staff reviews and approves or edits every proposed post before it is posted. Twitter chats of this nature will promote various topics that may not apply to the time of year. Visit Florida allows smaller CVBs like ours to participate in these programs, which increases followers and engagements.

The TDC discussed the branding of the destination (Do Orlando North) and why the branding was changed and selected. The brand was selected for various reasons, but it supports search engine optimization as well as providing a broad location for those searching areas to visit.

### **Paradise Update**

*Rudy Wells and MJ Kolassa*

### **Media Plan**

- Focused on spring/summer campaign in April and another campaign in the fall
- Paradise is working with staff to address new content to fill in gaps; February timeline for a shoot
- Creating more sports materials to promote rectangular sports and highlight the complexes
- The goal is to drive traffic back to the websites

### **PR**

#### **2018 Recap**

- Goal of 250 print and online editorials, totaling 505 for the year
- 610 impressions with a media dollar value of \$45M. The dollar value is the value of an article, or the equivalent if we had to purchase a single ad for \$45M
- Goal of 20-25 press releases, 36 were sent

**Old Business:** None

#### **New Business:**

- Formation of TDC marketing committee to help put together a framework. Not an official capacity, and wouldn't meet maybe a few times. Totally voluntary.

**Question:** Is the five-year marketing plan going beyond just marketing?

**Answer:** Yes, it will focus on broad goals outside of marketing. Frank C., Patrick A., and Brenda U. volunteered for Marketing Committee.

**Reminder that Ethics training is in the March meeting with Paul Chipok**

***Meeting adjourned at 4:26pm***

